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## **M SQUARED GROUP COMPANY BACKGROUNDER**

M Squared Group is a leader among data-driven marketers and its team is made up of experts in customer-centric marketing. The company translates the science of marketing into strategies that deliver measurable results for its clients. Founded in 2002, M Squared Group helps companies – from retailers and e-commerce businesses to healthcare and financial organizations – ensure their marketing dollars are used most effectively, using data to support sales and marketing initiatives. The company is based in Eden Prairie, Minn., and serves clients throughout the United States.

The company currently has 11 employees, including four marketing analysts. Its services include segmentation and targeting, customer analysis, process design, program management, market research, statistical analysis, product development and change management.

M Squared Group employees' experience includes expertise in product marketing, direct marketing, new product development and market evaluation, database marketing, consumer loyalty marketing and business-to-business marketing and has spanned healthcare, banking, insurance and manufacturing industries. The company's client base includes organizations in the consumer packaged goods, retail, e-commerce, healthcare, financial, manufacturing and service industries.

M Squared Group's approach to client challenges is fast, focused and financially driven. Its marketing solutions are directly tied to meaningful and measurable financial results.